



e•nventory

The European
eInfrastructures
Observatory
www.enventory.eu



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Deliverable D5.1

Dissemination and communication plan

Abstract: Deliverable D5.1 establishes the project communication package (web-site, brochure, leaflet, etc.) and the dissemination plans (e.g. timetable of eInfrastructure events where the project will plan to attend and raise awareness).

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Preface

Preface

The e•nventory project targets the formation of the **European elnfrastuctures Observatory**, a single-entry-point and one-stop-shop data warehouse, capable of representing multiple primary and convoluted indicators and benchmarks, and a yardstick tool for progress monitoring, impact assessment, post-mortem analysis and ex-ante evaluation of elnfrastuctures at regional and national levels across the European Union and beyond.

The aim of the e•nventory project is to carry out a design study that will set the grounds towards the **European elnfrastuctures Observatory**; through the collection and utilisation of appropriate indicators, the project will be able to monitor the status quo and evolution over time of elnfrastuctures development and communicate all findings to related stakeholders but also to the public-at-large, in a seamless and impartial way.

The e•nventory project will carry out extensive consultation with elnfrastuctures stakeholders and research and innovation indicator experts and will extend prior benchmarking efforts (e.g. EARNEST) by including an extensive set of elnfrastuctures components (i.e., computing, communication and services), eventually deploying a prototype web platform dealing with a critically-selected subset of indicators, through intuitive, interactive and user-friendly mappings, plots and graphics.

The project action plan is structured so that it can achieve:

- identification of a core set of **benchmarking indicators** for the **European elnfrastuctures Observatory** that will be the baseline for **monitoring** elnfrastuctures development progress,
- elnfrastuctures **stakeholders' feedback and consensus** on the proposed structure and functionality of the **European elnfrastuctures Observatory**, and
- **European elnfrastuctures Observatory** functionality **demonstration through a prototype web platform** that will be available to all elnfrastucture communities and to the general public.

The e•nventory project responds to the need of elnfrastucture stakeholders by delivering a prototype tool to aid impact assessment of related elnfrastucture initiatives and programmes. In that respect, the **user communities** that will effectively use the **European elnfrastuctures Observatory** as a yardstick tool and translate the project outputs into a real influence on elnfrastucture policy, are the **elnfrastucture stakeholders** themselves, including:

- the **European Parliament**, the **European Commission** and **National Governments** that are sponsoring elnfrastucture initiatives and place a high value in their policy agenda on the impact assessment, post-mortem analysis and ex-ante evaluation, to help design better and more successful future elnfrastucture programmes;
- **research funding bodies** that plan the development of strategies to address the digital divide and digital opportunity issues and need to utilise and assess the impact of elnfrastuctures contributing to this goal;
- **elnfrastucture policy bodies** that have a clear mandate of supporting the development and the sustainability of elnfrastuctures and need an impact assessment tool to monitor the progress of achieving their objectives;
- **elnfrastucture projects** that carry out specific elnfrastucture activities and need to monitor their impact during deployment as well as retrospectively;
- **scientific/research communities** that are empowered by elnfrastuctures and are eager to comprehend their strengths and weaknesses that influence their everyday work.

High utilisation of the **European elnfrastuctures Observatory** from the broad elnfrastucture community is a **key measure of the project's impact**; therefore, the **entire project workplan has been designed to maximize stakeholders' engagement** and awareness.

The e•nventory project kicked-off in September 2010 and is planned to be completed by August 2012. The project is co-financed by the European Commission's Seventh Framework Programme for Research Infrastructures.

Executive Summary

What is the focus of this Deliverable?

The objective of WP5 is to support the e•nventory project by increasing visibility through dissemination activities, informing the elnfratures community through outreach activities and increasing awareness on the features and capabilities of the **European elnfratures Observatory** and the e•nventory deliverables.

Deliverable D5.1 establishes the project communication package (web-site, brochure, leaflet, etc.) and outlines the dissemination plans for the project (e.g. timetable of elnfrature events where the project will plan to attend and raise awareness).

What are the deliverable contents?

D5.1 establishes the e•nventory communication package (web-site, brochure, leaflet, etc.) and outlines the e•nventory dissemination plans for the project (e.g. timetable of elnfrature events where the project will plan to attend and raise awareness) including preliminary exploitation plans.

The content is structured in three main parts:

- The first part launches the e•nventory project visual identity (logotype and branding), publishes the project factsheet and the project overview presentation, presents the central dissemination tool, i.e., the project web site with its structural, visual design and programing and closes with all other e•nventory communication tools (e.g. document templates, email templates, etc).
- The second part introduces the identified e•nventory target groups: elnfrature projects, scientific/ research communities and funding bodies, the management of elnfrature policy bodies, the European Commission and National Governments and outlines the key message for them. Furthermore, it sketches the e•nventory events organization and participation plans.
- The third and last part discusses the project initial exploitation plans as the project partners recognise the importance of sustainability and the steps of the exploitation path that can lead to efficient utilisation of project results.

What are the deliverable main conclusions?

D5.1 constitutes the baseline plan for the e•nventory project dissemination and exploitation activities.

How does this deliverable contribute to the project quality metrics?

This deliverable sets the grounds for the achievement of the following project quality metrics:

- Number of conferences, workshops and dissemination events:
 - At least 1 inauguration meeting
 - At least 3 Advisory Board assemblies
 - At least 2 participations at concertation events
 - At least 2500 web site visits after the launch of the service
 - At least 50 questionnaire/survey responses by elnfr/eScience users

How does this deliverable contribute to the avoidance/mitigation/exploitation of the project risks?

This deliverable contributes to the avoidance, mitigation or exploitation of the following project risks:

- Project strategic objectives not endorsed by elnfrature stakeholders
- Project high-level objectives not clear and/or agreed within the consortium
- Low utilisation of the elnfratures Observatory from the main elnfrature stakeholders
- Continuity beyond the end of the workplan towards production-level service

What is next in the process to deliver the e•nventory results?

- Deliverable D2.1 (M04) will exhibit an extensive research survey in order to assess the characteristics, content, and functionality of existing data observatories in any field and domain and of available

repositories/databases and indicators/metrics related to eInfrastructures. The deliverable concludes with good-practices that will be used to shape the e•nventory specifications.

- Deliverable D3.1 (M05) will document the process for achieving the formation of the **European eInfrastructures Observatory** Advisory Board, including its composition, mandate, scope, planned activities, and expected results and recommendations.
- Deliverable D2.2 (M06) will document the first set of the **European eInfrastructures Observatory** benchmarking indicators that will be used as input for the next phases of the project, especially as the baseline for discussion for the consultation activities in WP3.
- Deliverable D4.1 (M06) will compile and describe several information visualisation and representation techniques for data indicators, in accordance with reference/good examples implemented **internationally. Although primarily a “technical” deliverable, it is meant to assist the WP3 consultation activities.**
- Deliverable D3.2 (M09) will collect the **European eInfrastructures Observatory** Advisory Board initial assessment and directions upon concluding a first round of consultation process with the Advisory Board. This will serve as an intermediate input for the e•nventory workplan.
- Deliverable D4.2 (M12) will document the first set of draft specifications for the prototype implementation of the web platform, namely its architecture, web engine, data collection, storing, and updating mechanisms, as well as its visualisation and representation methodology.
- Deliverable D5.2 (M12) will report (mid-project) on the implementation of dissemination and outreach activities, including assessment of their impact on the targeted eInfrastructure groups
- Deliverable D5.3 (M14) will present an update of the dissemination plans for the project as well as a potential revision of the project communication package.
- Deliverable D3.3 (M15) will document, after concluding the entire consultation process, with the **European eInfrastructures Observatory** Advisory Board, the final reflections that will serve as a key milestone and final input for the e•nventory workplan.
- Deliverable D2.3 (M16) will provide the final set of the **European eInfrastructures Observatory** benchmarking indicators after the finalization of consultation activities in WP3.
- Deliverable D4.3 (M20) will document the final set of specifications for the prototype web platform dealing with a critically-selected subset of indicators and relevant repositories, its functionality and the **user’s** guide. It will further include the results of the usability and accessibility tests that will be conducted with the platform. This deliverable will also serve as a technical reference for any follow-up (production-level) version of the portal after the completion of the project.
- Deliverable D5.4 (M23) will take the form of an inauguration workshop that will demonstrate the **European eInfrastructures Observatory** to representatives of the eInfrastructures community at large.
- Deliverable D5.5 (M24) will provide a final report on the implementation of dissemination and outreach activities, including assessment of their impact on the targeted eInfrastructure groups.